

# VTU MODEL QUESTION PAPER - CBCS SCHEME

USN: 

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20MBA16

## First Semester MBA Degree Examination,...../.....2021 Managerial Communication

Time: 3 hrs.  
Marks: 100

Max

**Note: 1. Answer Any Four Questions from Q.No.1 to Q.No. 7.**

**2. Question No. 8 is Compulsory.**

1. a. Define communication. (03Marks)  
b. Explain the various negotiation strategies. (07Marks)  
c. Discuss the 3X3 writing process of business communication. (10Marks)
2. a. What is interview? (03Marks)  
b. Explain the factors effecting media choices. (07Marks)  
c. "Nonverbal communication speaks louder than words". Comment. (10Marks)
3. a. What is online presentation? (03Marks)  
b. "Pen is mightier than sword". Explain the statement, elaborating the strengths of written communication. (07Marks)  
c. Discuss in detail the process of communication. (10Marks)
4. a. What is conflict? (03Marks)  
b. Describe the different types of visual used for business presentation. (07Marks)  
c. Write a complaint letter to the sales manager of M/S Ramoji Electronics Ltd., Delhi from M/S Suresh Electronics, Agra about received damaged electronics goods. (10Marks)
5. a. What is listening? (03Marks)  
b. Elaborate on the barriers in effective communication. (7Marks)  
c. Write a job application letter to the Personnel Manager, Jai Jawan Company, Nashik in response to an advertisement in 'Bhuvan' daily newspaper for the post of Welfare Officer. (10Marks)
6. a. What is a case? (03Marks)  
b. Explain the different formal communication channels in an organization. (7Marks)  
c. Your college wishes to setup a new computer lab & needs to buy 50 computers. Write a letter of enquiry to Saraswathi Computers enquiring price & other details. (10Marks)
7. a. What is interview? (03Marks)  
b. Discuss the types of reports. (07Marks)  
c. Elaborate on the 10 steps in pitching. (10Marks)

# Vtu Question Paper Mba

**Jianjun Gao**



## **Vtu Question Paper Mba:**

### **Accounting for Managers: For VTU , Consumer Brand Relationships in Tourism** Raouf Ahmad

Rather,2024-11-11 This book provides a comprehensive overview of consumer brand relationships CBR in tourism and hospitality marketing management including pre during and post COVID 19 pandemic It critically investigates the current debates and questions within the field and includes both theory and practical cases from around the globe It brings together leading specialists from various disciplinary backgrounds and geographical regions to offer state of the art theoretical reflections and empirical research on contemporary issues This book is a reference point for scholars researchers academics and students in the field of CBR across disciplines including tourism marketing hospitality leisure festivals and events

**Technology Road Mapping for Quantum Computing and Engineering** Mishra, Brojo Kishore,2022-03-25 Quantum computing is radically different from the conventional approach of transforming bit strings from one set of zeros and ones to another With quantum computing everything changes The physics used to understand bits of information and the devices that manipulate them are vastly different Quantum engineering is a revolutionary approach to quantum technology Technology Road Mapping for Quantum Computing and Engineering explores all the aspects of quantum computing concepts engineering technologies operations and applications from the basics to future advancements Covering topics such as machine learning quantum software technology and technology road mapping this book is an excellent resource for data scientists engineers students and professors of higher education computer scientists researchers and academicians

### *National Union Catalog* ,1969 Includes entries for maps and atlases **Question Bank Lpu MBA** Karmjit

Kaur,2018-11-10 This book is meant for MBA 4th semester course of all branches of Management of the Lovely Professional University LPU The book has been specifically written for those students who have chosen CONFLICT MANAGEMENT ANDNEGOTIATION SKILLS as an elective paper for a Master s degree Reading wise Questions and Answers Clear Comprehensive Answers

**Economics for Managers** Janardhan Upadhya P,2017-11-17 Economics for Managers or Managerial Economics is a comprehensive text book written in the light of UGC guidelines for students of BBA BBM BBS MBA MCom MA Eco AIMA and other similar courses offered by Indian universities and management institutions Economics concepts have been explained in simple language for easy understanding The book is available in two parts that cover both the theoretical and practical aspects of managerial economics and Indian Economy It presents a complete rigorous and in depth study of concepts tools and principles of microeconomics along with numerous case studies and problems that help management students apply these principles in business decision making The book also includes the following practical aspects Solved case studies pertaining to budget allocations for advertisement to improve the demand for a product cost price nexus revenue analysis elasticities in decision making price elasticities cross elasticities and break even analysis Detailed examples of different types of pricing like skimming penetration pricing price discrimination incremental pricing

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